

**REMARKS/ARGUMENTS**

Reconsideration is respectfully requested.

Claims 1-22 are pending before this amendment. By the present amendment, claims 1-4, 6-11, 13-20, and 22 are amended and new claims 23-25 are added. No new matter has been added.

**In the office action (page 2), the drawings stand objected to as using characters "210" and "310" to designate predetermined events. Further, FIGS. 1 and 11 stand objected to as needing to be labeled as "Prior Art".**

In response, FIGS. 1A, 3, and 11 have been amended in accordance with the examiner's suggestions. The applicants respectfully request withdrawal of the objections.

**In the office action (page 2), the abstract stands objected to as containing self-evident clauses, legal phraseology, being over the word limit, and not being provided on a separate sheet.**

In response, an amended and clean abstract is provided complying with MPEP § 608.01(b) in accordance with the examiner's suggestion. The applicants respectfully request withdrawal of the objection.

**Further, in the office action (page 2), the specification stands objected to for failing to be in proper idiomatic English while requiring a substitute specification.**

In response, a substitute specification is provided in accordance with the examiner's suggestion. The substitute specification in proper idiomatic English is

supplied herewith in compliance with 37 CFR 1.52(a). The substitute specification does not contain any new matter and is amended only to further clarify the presently claimed invention. The applicants respectfully request withdrawal of the objection.

**In addition, in the office action (page 2), the specification stands objected to for use of the trademark Netscape.**

In response, the applicants have amended the substitute specification to recite, "a browser sold under the trademark NETSCAPE" in compliance MPEP § 608.01(V). The applicants respectfully request withdrawal of the objection.

**Finally, in the office action (page 3), the specification stands objected to for use of embedded hyperlink and/or other form of browser executable code.**

In response, the applicants respectfully note that the URL used in the specification is not located between the symbols "< >" and the content of the URL is not intended to be a part of the specification. According to MPEP § 608.01(VII), an objectionable hyperlink is one placed between the symbols "< >" and intended to be incorporated into the specification. Paragraph 7.29.04 of MPEP § 608.01 notes that:

4. Examiners should not object to hyperlinks where the hyperlinks and/or browser-executable codes themselves (rather than the contents of the site to which the hyperlinks are directed) are necessary to be included in the patent application in order to meet the requirements of 35 U.S.C. 112, first paragraph, and applicant does not intend to have those hyperlinks be active links.

Therefore, because the hyperlink used in the specification is only for illustrating the method according to the present invention, is not intended to be an active link, and is not located between the symbols "< >", the hyperlink is in compliance with MPEP § 608.01(VII) and ¶ 7.29.04. The applicants respectfully request withdrawal of

the objection.

**In the office action (page 3), claims 8, 13-14, and 18 stand objected to for containing an improper reference to claim 1.**

In response, the applicants have amended claim 8, 13, 14 and 18 to remove the improper reference to claim 1. The applicants have added new claims 23-25 depending from claims 8, 13, and 14, respectively reciting the subject matter of claim 1. As to claim 18, the applicants have removed the reference to claim 1 and amended claim 18 to include all the steps of claim 1 reciting the acts performed by the computer instructions embodied on the computer-readable medium. The applicants respectfully request withdrawal of the objection.

**In the office action (pages 3-4), claims 1-22 stand rejected under 35 U.S.C. §112, ¶2 as being indefinite.** The examiner states that the claims are “replete with indefinite terminology that is not commonly used in the art and not defined or sufficiently explained in the specification” (Office Action page 4).

According to MPEP 211.01(IV), an applicant may be his own lexicographer. The applicants respectfully **disagree** with the examiner that the terminology used within the claims is not sufficiently explained within the specification. Nevertheless, the applicants have made clarifying amendments to the claims to better represent the subject matter of the presently claimed invention. In addition, the substitute specification provides further explanation as to the terminology used within the claims. The applicants respectfully request withdrawal of the objection.

**In the office action (page 4), claim 18 stands rejected under 35 U.S.C. §101**

**as being directed to non-statutory subject matter.**

In response, claim 18 has been amended to comply with the statutory requirements of 35 U.S.C. § 101. Specifically, claim 18 has been amended to recite a "a computer-readable medium" in conjunction with a computing device to perform the steps of the method of claim 1, thereby giving sufficient structure to comply with the requirements of 35 U.S.C. § 101. The applicants respectfully request withdrawal of the rejection.

**In the office action (page 5), claims 8, 10, 13-19, and 21-22 stand rejected under 35 U.S.C. §102(b) as being anticipated by WIPO Publication No. WO 02/07030 (Nam).** The "et al." suffix is omitted in a reference name.

The applicants respectfully **disagree**.

The presently claimed invention is directed to a method and system for determining an interested field of a user. Upon recognition of the interested field of the user, attracting advertisements from sponsors specifically tailored to the user's interested field and providing those advertisements to the user. More specifically, the interested field of the user is determined through an analysis of an inputted event from the user according to predetermined criteria. Advertisements from sponsors are solicited by providing evaluation data to a sponsor in response to an advertisement request associated with a certain keyword that would correspond to an interested field of the user. Once an advertisement is associated with a certain keyword, the advertisement will be provided to a user who has an interest in the associated keyword.

**As to claim 8**, Nam does not teach each and every limitation of claim 8 of the presently claimed invention. Specifically, Nam does not teach --receiving a first

advertisement request--, --processing the advertisement information... and providing evaluation data--, --receiving a purchase response from the first sponsor--, or --recording...the advertisement keyword and the first advertisement data--.

Nam is directed towards a method of providing advertisements on the Internet without a data loading delay. In Nam, the embodiments are classified into membership and non-membership sites (Nam page 6, line 17 - page 7, line 14). In the case of a membership site, a user checks fields that the user is interested in by using a questionnaire (Nam page 6, lines 17-19). From this questionnaire, multiple tables are formed in a database to hold this information. In the case of a non-membership site, a table is formed dependent on the characteristics of the web page (Nam page 7, lines 13-15).

In Nam, an applet is made by preparing an advertisement table based on the information contained in the tables formed for the user (Nam page 8, lines 12-13). The applet provides an advertisement to the user when there is a time period between the loading of a web page or from movement from one page to another (Nam page 9, lines 6-18). However, nowhere in Nam is there described the advertisers interaction in this process.

Nam does not teach --receiving a first advertisement request...from a first sponsor-- as in amended claim 8. The portion of Nam cited by the examiner does not teach the asserted limitation. The presently claimed invention receives a --first advertisement request-- from the sponsor which is a request for information concerning a keyword which is to be associated with a particular advertisement. Amended claim 8 of the presently claimed invention states --wherein the advertisement keyword

**corresponds to one of the multiple keywords stored in the keyword database--.**

The portion of Nam relied upon by the examiner merely teaches that advertisements stored in an advertising server may be classified in a certain way by the request of an advertiser. This in no way teaches an advertisement request for information concerning a keyword to be associated with an advertisement. Nowhere else in Nam is there mentioned a request made by the advertiser. The advertiser request of Nam is **not** the same as the --first advertisement request-- as in amended claim 8 of the present invention.

Accordingly, Nam does not search for --advertisement information-- corresponding to the --advertisement keyword-- in the --first advertisement request-- since Nam does not disclose a --first advertisement request-- as in the presently claimed invention. The examiner cites Nam page 3, line 26 as teaching the above limitation. However, Nam teaches searching for an advertisement based on “**user information**”, not a request by the sponsor (Nam page 3, lines 23-27). There is nothing in Nam teaching searching for an advertisement keyword **provided by the sponsor** as in amended claim 8.

Nam does not process --the advertisement information-- nor provide --**evaluation** data-- of the presently claimed invention. Nam does not search for an --advertisement keyword-- for the reasons above and thus cannot provide --advertisement information-- to be processed in a subsequent step. Further, the presently claimed invention provides --**evaluation** data-- to the sponsor so that the sponsor can determine whether or not to purchase the relevant keyword with reference to the evaluation data provided (specification page 28, lines 1-7). If the sponsor chooses to purchase the advertisement

keyword, the sponsor sends a purchase response in addition to advertisement data to be associated with the purchased keyword (specification page 28, lines 1-7). Nowhere in Nam is there taught the claimed steps of the sponsor receiving evaluation data and sending a purchase response and data to be associated with a keyword.

The examiner cites Nam page 8, line 23-24 (Office Action page 6) as teaching providing the evaluation data to the first sponsor. However, this is not analogous at all. Nam teaches where a user clicks a link of an advertisement, the page is moved to the advertising site (Nam page 8, lines 23-24). This in no way teaches --evaluation data of the advertisement keyword-- being provided to the **--web browser of the first sponsor--**. In fact, the steps in Nam relied upon by the examiner is in regards to the **user**, not an advertiser. The examiner's characterization of --guiding information-- (currently amended to recite --evaluation data--) as being a link (Office Action page 4) is incorrect when read in light of the specification.

Further, the examiner's assertion that Nam teaches a confirmation response is also unfounded. The examiner relies on Nam page 12, line 30 as support. In claim 8, --confirmation response-- has been amended to recite --purchase response--. The term -purchase response-- more accurately reflects the disclosure of the specification. As previously described, in the presently claimed invention, a sponsor makes a purchase request for an advertisement keyword based on the evaluation data supplied to the browser of the first sponsor. Based on this information, the sponsor may choose whether or not to purchase the advertisement keyword and supply associated advertisement data. The section of Nam relied upon by the examiner only "confirm[s] as to whether the advertising site has been clicked" by a user (Nam page 12, line 29-30).

This disclosure in no way teaches a --**purchase** response-- by a sponsor. Rather, Nam is concerned only with the actions of the user and has nothing to do with the actions of an advertiser.

Finally, Nam cannot teach --recording, in a first advertisement database, the advertisement keyword and the first advertisement data--. Nam does not disclose --first advertisement data-- that is provided from a first sponsor for at least the reasons set forth above. The applicants would like to re-iterate that nowhere in Nam does it teach anything in regards to actions taken on behalf of the sponsor as in amended claim 8.

Accordingly, Nam does not teach the presently claimed invention of amended claim 8, which is now considered to be in condition for allowance for the reasons above. An indication of allowable subject matter with respect to claim 8 is respectfully requested.

**As to claims 9-12 and new claim 23**, the applicants respectfully submit that these claims are allowable at least since they depend from claim 8, which is now considered to be in condition for allowance for the reasons set forth above.

Additionally with respect to claim 9, Nam does not disclose --an input counter value for the advertisement keyword in a predetermined storing means--. The presently claimed invention takes the advertisement keyword of the advertisement request made by the sponsor and checks to see if it exists in the keyword database and if not, increments a counter in a --predetermined storing means--, that is, a means other than the keyword database. This is done to gauge interest in a particular advertisement keyword, e.g., keyword. If the value exceeds a predetermined value, the keyword



associated with the advertisement keyword of the advertisement request submitted by the sponsor is **then** added to the keyword database. Nam discloses nothing in regards to gauging the interest of a key word as in the presently claimed invention. The examiner relies on page 3, line 20 of Nam as teaching the above reference limitations. However, Nam only teaches storing "characteristics of the site visited" in a cookie. There is nothing in Nam teaching increasing an input counter value if a request from a **sponsor** is not in the keyword database. Nor does Nam teach a --predetermined storing means-- other than the keyword database where the input counter value is stored.

**As to claim 13 and 14**, Nam does not teach all the claimed limitations of amended claim 13 and 14. The applicants respectfully reassert their arguments with respect to claim 8 for those portions of claim 13 and 14 having the same limitations.

Additionally with respect to claim 14, Nam does not teach a --second advertisement database--. The --second advertisement database-- of the present invention receives a --**second** keyword-- from the user and is used to search for --second advertisement data--. This is very different from Nam. In Nam, the advertisement is generated from a single advertising server such that if a second input from a user is made, the previous advertisement data is immediately forgotten and the new advertisement data takes control (Nam page 11, lines 8-26). In contradistinction, the presently claimed invention of claim 14 maintains --first advertisement data-- and --second advertisement data-- that is clearly not taught in Nam. This data is then provided to the user via a --user interface screen-- that arranges the first and second advertisement data. Nowhere in Nam does it teach a --user interface screen-- for arranging --first and second advertisement data-- and presenting the --user interface

screen-- to the user.

Accordingly, Nam does not teach the presently claimed invention of amended claim 13 or 14, which is now considered to be in condition for allowance for the reasons above. An indication of allowable subject matter with respect to claim 13 and 14 is respectfully requested.

**As to claims 15-16, 17, 21-22 and new claims 24 and 25**, the applicants respectfully submit that these claims are allowable at least since they depend from claims 13 and 14, which are now considered to be in condition for allowance for the reasons set forth above.

Additionally with respect to claim 15, the applicants respectfully reassert their arguments with respect to claim 14 for those portions of claim 15 having the same limitations. The applicants respectfully note that Nam further does not teach a --third advertisement database-- or --third advertisement data-- for the same reasons why Nam does not teach a --second advertisement database-- or --second advertisement data--.

**As to claim 18**, the applicants respectfully **disagree** that Nam teaches all the limitations of amended claim 18. The examiner relies on page 2, line 8 of Nam to teach the computer-readable medium, however all that is taught by Nam is that a CGI program unit exists. There is no mention of the computer-readable medium nor is there any mention of the computer instructions included on the computer-readable medium as in amended claim 18. Therefore, each and every limitation of amended claim 18 is not taught by Nam.

Accordingly, Nam does not teach the presently claimed invention of amended

claim 18, which is now considered to be in condition for allowance for the reasons above. An indication of allowable subject matter with respect to claim 18 is respectfully requested.

**As to claim 19**, Nam does not sufficiently disclose all the limitations of amended claim 19 as alleged by the examiner. The examiner relies primarily on FIG. 1 of Nam as teaching the limitations of claim 19. However, the descriptions of the elements in FIG. 1 of Nam are not sufficient to teach the limitations of claim 19. Specifically, the examiner alleges that the database management unit 115 of Nam discloses the --processing part-- of amended claim 19 of the present invention. However, there is nothing in Nam teaching that the database management unit 115 determines --whether the keyword is an interested field of the user according to the predetermined reference information--. Rather, Nam merely teaches that the database management unit 115 is operated by the operating system 113 and operates in conjunction with the database 118 (Nam page 6, lines 6-14). There is nothing in Nam describing any process that the database management unit 115 performs. The examiner's assumption that the database management unit 115 of Nam performs all the functions of the --processing part-- of amended claim 19 is without support.

Likewise, nowhere in Nam is it supported the CGI program unit 116 provides --predetermined feedback information to a **sponsor**--. The examiner has construed elements of FIG. 1 of Nam as teaching the limitations of claim 19 without any factual support and therefore **cannot** teach all the claimed limitations of amended claim 19.

Accordingly, Nam does not teach the presently claimed invention of amended claim 19, which is now considered to be in condition for allowance for the reasons

above. An indication of allowable subject matter with respect to claim 19 is respectfully requested.

**In the office action (page 11), claims 1-7, 9 and 20 stand rejected under 35 U.S.C. §103(a) as being obvious over Nam in view of U.S. Patent No. 6,308,202 (Cohn).**

The applicants respectfully **disagree**.

**As to claim 1**, neither Nam nor Cohn, whether considered individually or in combination, teaches all the limitations of amended claim 1.

Nam does not teach a keyword database for storing --type information of the keyword-- or --predetermined reference information that corresponds to the type information--. The presently claimed invention determines whether a keyword resulting from a predetermined event of a user is an interested field of the user by analyzing the keyword and it's corresponding information. The type information is an attribute specific to the keyword and describes the degree of immediacy the keyword has (specification page 17, lines 15-19). A keyword may be determined to have a strong degree of immediacy where another keyword may not have a strong degree of immediacy. Based on the type information, predetermined reference information corresponding to the various type information is searched so as to determine if the keyword is actually an interested field of the user or if the predetermined event from the user does not represent an interested field (specification page 18, line 24 - page 19, line 14). This information is maintained in the --keyword database-- so as to determine whether a predetermined event from a user is a legitimate interested field of the user.

Nam does not teach the --type information-- or the --predetermined reference

information-- as in the presently claimed invention. Nowhere in Nam is information relating to the degree of immediacy found. Further, nowhere in Nam does it teach --searching for type information of the keyword-- or --searching for the predetermined reference information that corresponds to the type information--. The portion of Nam relied upon by the examiner in no way teaches the above referenced limitations.

At best Nam only teaches providing an advertisement to a user based on one of four tables (Nam Tables 1-4). Nam merely provides an advertisement based either on a table generated by a questionnaire completed by the user wherein the user explicitly states its interests (Nam page 6, lines 17-19), or a table that holds characteristics of the web page (Nam page 7, lines 13-15). Nam in no way teaches the searching of --type information-- and subsequently --predetermined reference information-- according to the --type information--.

Cohn in no way teaches the limitations of claim 1. The examiner's characterization of the term *judging* as categorizing (office action page 4) is completely incorrect. The presently claimed invention does not categorize the keyword, but rather determines **whether or not** the keyword is an interested field of the **user**. Accordingly, the term *judging* in claim 1 has been amended to recite --determining--. Cohn does not teach --determining whether the keyword is an interested field of the user--. Cohn teaches that a web URL may be pre-categorized into a generic category in order to provide information pertinent to the category (Cohn col. 4, lines 45-61). This is contrary to the presently claimed invention where a keyword is recorded according to a predetermined event from a user and based on predetermined reference information about the keyword, it is determined if it is an interested field of the user. Cohn only

generally categorizes URL and does not in any way attempt to determine if the URL is an interested field of the user, but acts merely on a preset categorization of URLs (Cohn col. 7, lines 15-25).

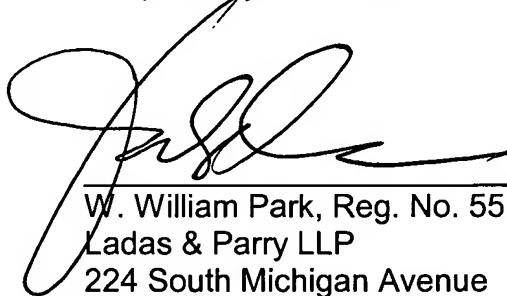
Accordingly, neither Nam nor Cohn, whether considered individually or in combination, teaches or suggests the claimed limitations of amended claim 1. An indication of allowable subject with respect to claim 1 is respectfully requested.

**As to claims 2-7 and 20**, the applicants respectfully submit that these claims are allowable at least since they depend from claim 1, which is now considered to be in condition for allowance for the reasons set forth above.

For the reasons set forth above, the applicants respectfully submit that claims 1-25, now pending in this application, are in condition for allowance over the cited references. Accordingly, the applicants respectfully request reconsideration and withdrawal of the outstanding rejections and earnestly solicit an indication of allowable subject matter.

This amendment is considered to be responsive to all points raised in the office action. Should the examiner have any remaining questions or concerns, the examiner is encouraged to contact the undersigned attorney by telephone to expeditiously resolve such concerns.

Respectfully submitted,

A handwritten signature in black ink, appearing to be 'W. William Park', written over a horizontal line.

Dated: August 18, 2008

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**APPENDIX OF ATTACHMENTS**

**Clean copy of Substitute Specification  
(a total of 39 pages)**

**Marked copy of Substitute Specification  
(a total of 42 pages)**

**Replacement Sheets of FIGS. 1a, 3, and 11  
(a total of 3 sheets of drawings)**

and

**Annotated Sheets Showing Changes of FIGS. 1a, 3, and 11  
(a total of 3 sheets of drawings)**